



Important Changes to Local Campaign Finance Laws Effective in 2023

With the passage of [Measure W](#), the Oakland Fair Elections Act (OFEA) took effect creating a new public campaign financing program (Democracy Dollars Program). In addition, Measure W includes important amendments to the Oakland Campaign Reform Act (OCRA). Moving forward campaign finance will look and function differently in Oakland. From new contribution limits to new disclosure requirements, candidates and campaign committees need to become familiar with the new landscape. This advisory provides a brief overview of the major changes. Stay tuned for more detailed guides and training opportunities in the second half of the year.

New Contribution Limits (O.M.C. 3.12.050)

New contribution limits apply to candidate-controlled committees for elections in 2024 and thereafter. Effective January 1, 2023, contribution limits for candidate-controlled committees are as follows:

Individual, Business, or Other Organization	\$600
Broad-Based Political Committee ¹	\$1,200

Political Communications Disclaimers (O.M.C. 3.12.200)

OFEA includes **new disclaimer requirements that must be incorporated in all campaign, officeholder, or legal defense communications**. The disclaimer must include “Paid for by” immediately followed by the name, address, and city of that candidate or committee, and the committee identification number provided by the California Fair Political Practices Commission, if applicable. The address and city are not required in an audio communication. It must also state that “Funding details are available on the Oakland Public Ethics Commission’s website.” All disclaimers must be presented in a clear and conspicuous manner to give the reader, observer, or listener adequate notice. See the [Oakland Fair Elections Act](#) for specific disclaimer details.

Social Media Account Disclaimers (O.M.C. 3.12.220)

Any candidate or committee that uses **social media accounts** to disseminate political communications **must include** the following statement on each account’s home page:

This account is being used for campaign purposes by [name of candidate or committee].

If an **elected City officeholder communicates about campaign activity or City business using a social media account or website that is not City sponsored**, the home page for the account or site must include the following statement:

¹ Not all political action committees qualify as broad-based committees. To qualify as a broad-based political committee the committee must meet **all** the following conditions:

1. In existence for more than six months,
2. Receive contributions from 100 or more persons, and
3. Make contributions to five or more candidates.

This [account or site] is not paid for, sponsored by, or hosted by the City of Oakland.

Please refer to the [Oakland Fair Elections Act](#) for additional information about social media requirements.

Eligibility Rules for New Democracy Dollars Public Financing Program Campaign Spending Limits (O.M.C. 3.15.140)

In order to participate in the new Democracy Dollars public financing program, candidates for elections in 2024 and thereafter **must abide by new campaign spending limits** as follows:

Mayor	\$500,000
City Auditor	\$275,000
City Attorney	\$275,000
City Council Member At-Large	\$275,000
District City Council Member	\$150,000
School Board Director	\$100,000

Restrictions on Use of Personal Funds (O.M.C. 3.15.150(C))

To participate in the new Democracy Dollars public financing program, candidates for elections in 2024 and thereafter **cannot use personal funds for campaign expenditures exceeding 8 percent of the expenditure limit for their office or \$20,000, whichever is lower.**

Restrictions on Contributions from Entities Making Independent Expenditures (O.M.C. 3.15.150(B))

In addition, to be eligible to participate in the Democracy Dollars Program candidates for elections in 2024 and thereafter **cannot knowingly solicit contributions for a committee** or any other person or entity that **has made or will make independent expenditures to support or oppose a candidate for City office.**

We Want to Hear from You

Your feedback is needed as we prepare guides, fact sheets, and training resources for the 2024 election. We want to hear from candidates and potential candidates, treasurers, and campaign staff to understand your questions and concerns about the new Oakland Fair Elections Act and amendments to the Oakland Campaign Reform Act. Please contact Jelani Killings at (510) 484-1292 or jkillings@oaklandca.gov to share your questions.